Nicholas Panayotakos

PRESENTING

EQUAL PLAY

THE PROBLEM

There is a significant disproportion of gender in the gaming industry.

The game design industry is largely disproportionate between male and female designers. As a result, people that identify as female or non-binary are left underrepresented in video games; designers and marketers often treat them as an afterthought. Female and non-binary protagonists rarely exist and when they do, they are often oversexualized and given shallow personalities.

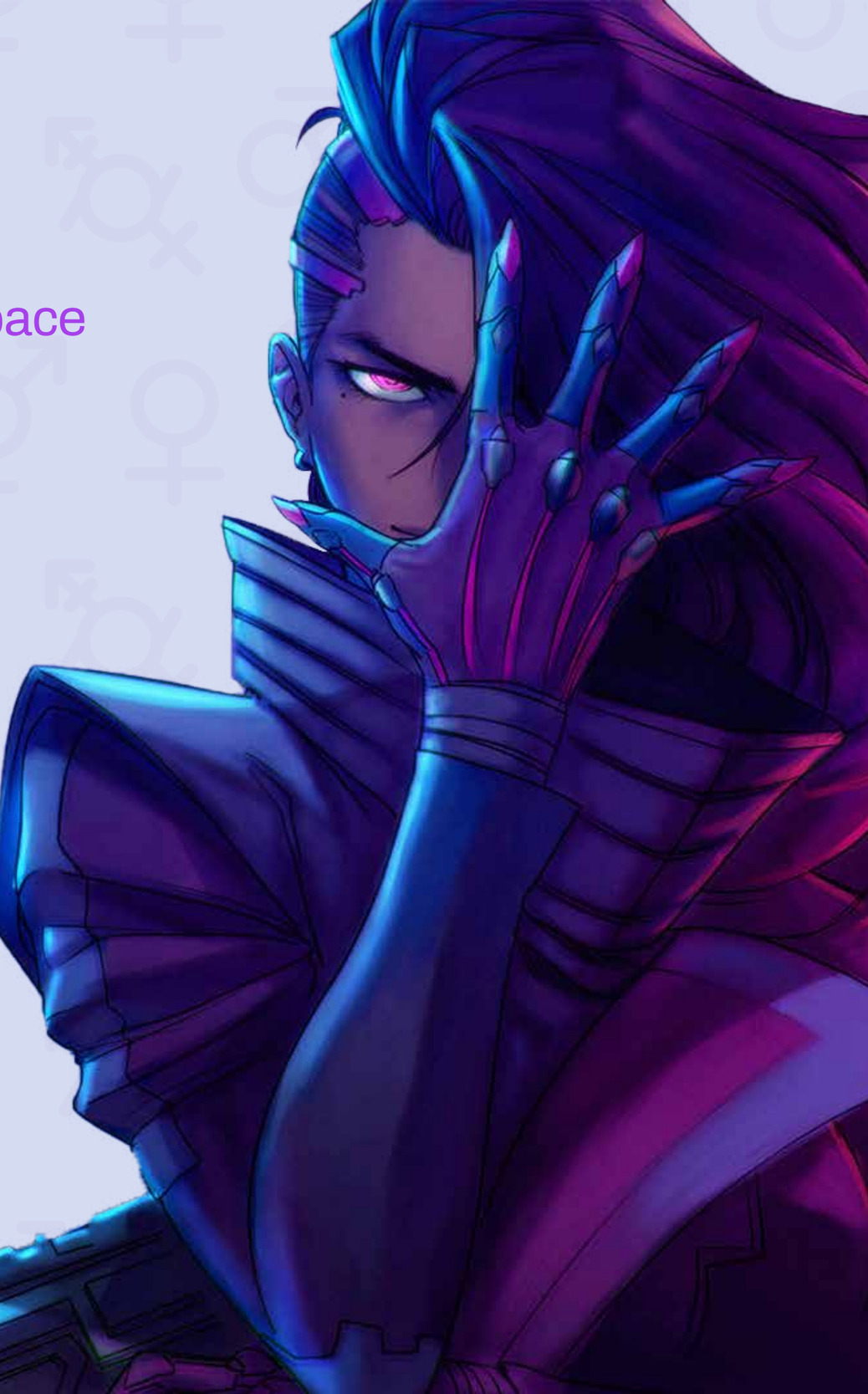
However, in the US, nearly half the gaming market is women. Increasingly, people are relying on video games to connect with their peers, especially teens. The idea that video games are bought, played and enjoyed only by the young male audience, is no longer true.



OUR GOAL

Create a diverse and inclusive space to discover the world of gaming.

We aim to promote inclusivity and diversity in video games by raising awareness of the current state of the industry and help impact the disproportion between male, female, and non-binary game designers. To promote female and non-binary-led game designers and studios, games with female or non-binary protagonists. And, finally, to help bridge the gap between game designers and their audience.



GAMING IS BECOMING SOCIALLY VITAL

Online gaming is an important part of my social life



69%

Gaming is an important part of my identity.



67%

Playing video games help me to stay connected with my friends.



77%

13-34 Year Olds Who Agree

NEARLY HALF THE U.S. MARKET IS FEMALE

According to a qualitative study done by Lavinia McLean & Mark D. Griffiths, multiple females report constant attention from males in online gaming, and the attention is usually sexual. The study also showed that women together with low-performing online gamers are most likely to receive more cynical and nonpositive reactions from male players. She also states that previous research showcased that females tend to be more hesitant to communicate with other players because it could give rise to unpleasant experiences.

female

41%

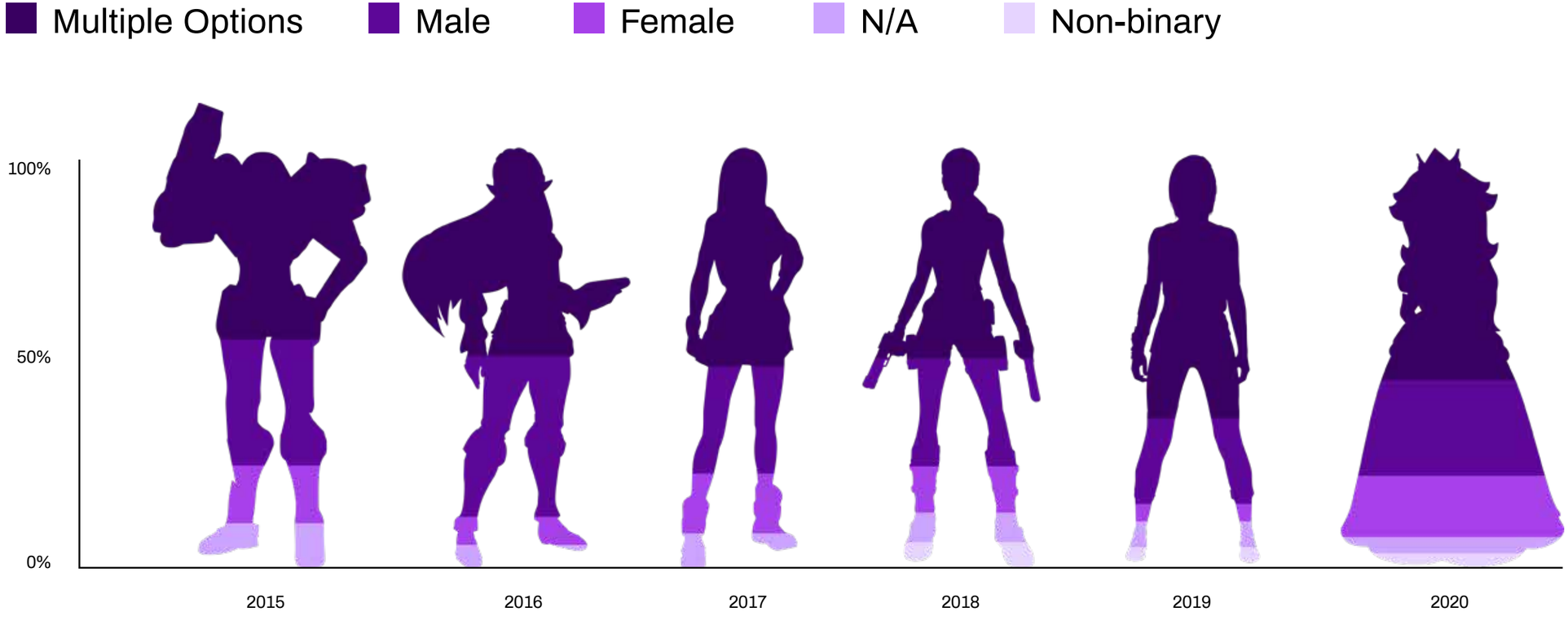
male

59%

VIDEO GAME PROTAGONISTS BY GENDER

Since ‘Feminist Frequency’ has been able to provide video game protagonist statistics by gender every year, we are able to take a deep dive into what gender disproportion looks like.

The lowest point of exclusively female protagonists in video games was in 2016, at only 2%. The multiple options jumped from 46% to 49%, and finally, the biggest rise was on exclusively male protagonists, from 32% to 41%.



CLIENT

Healthy Gamer is a coaching organization co-founded by **Kruti Kanojia** and instructor in psychiatry at Harvard University, **Alok Kanojia.**

He uses the popular gaming term ‘AoE’, meaning ‘Area of Effect’, referring to his online presence giving him the ability to educate gamers worldwide and build awareness about their mental health.

HEALTHYGAMER.GG

LIVESTREAMING FOR MENTAL HEALTH

for gamers by gamers

Our idea of collaboration is to form a livestream panel of diverse people and genders to share their thoughts and feelings on their experience with video games as a whole, while also discussing potential solutions to the issues addressed.

AOE HEALING

Alok Kanojia

https://www.healthygamer.gg
https://www.twitch.tv/healthygamer_gg

COMPETITION?

Even though we don’t have direct competitors, indirectly, gaming studios that continue to push shallow and oversexualized content are thwarting our efforts to transition into a healthier industry.

However, the good news is, the world is changing and inscreasingly more people are actively embracing feminism in the video game industry.



FIGHTING THE SAME BATTLES

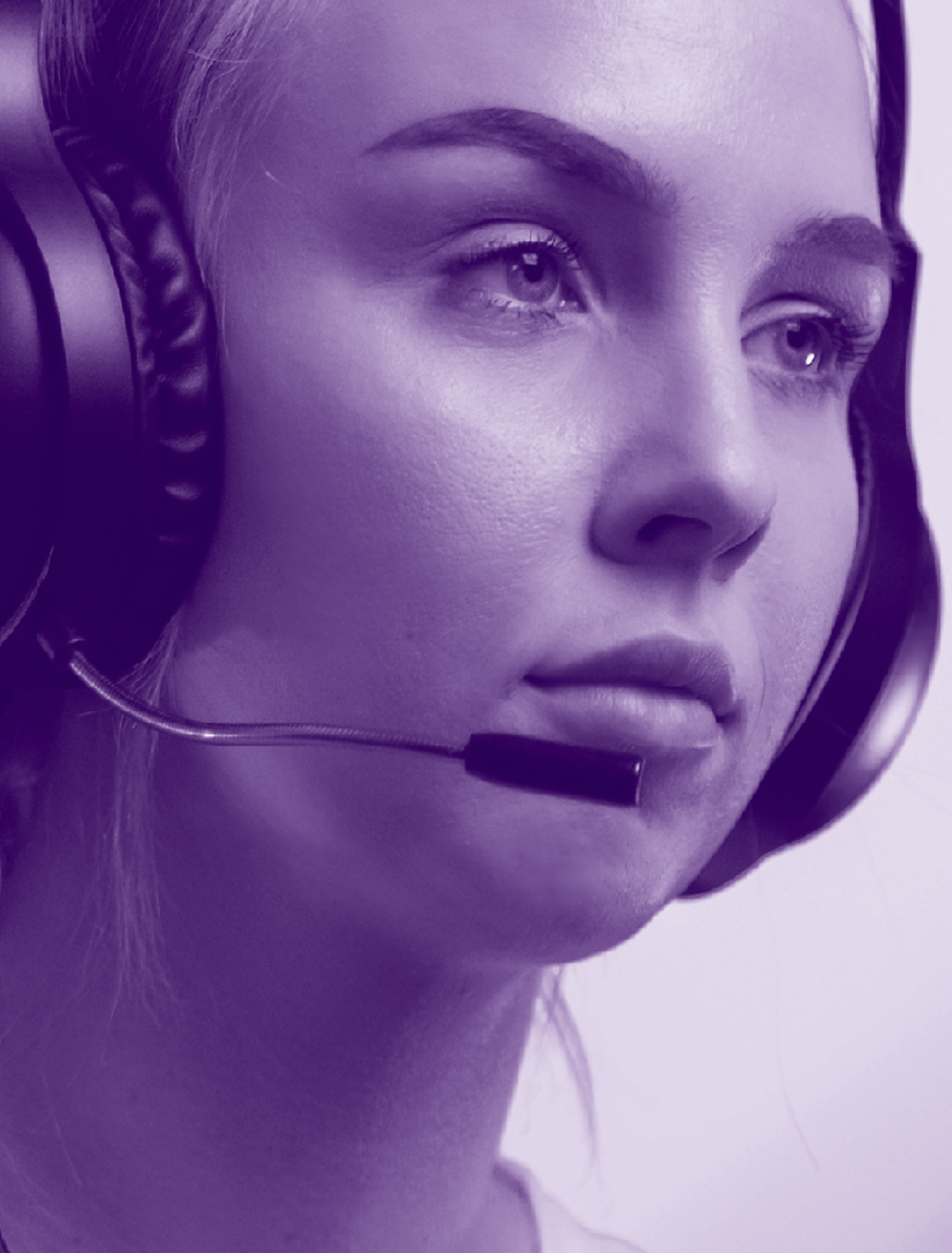
feminist gamers

Through our research, we discovered ‘Feminist Frequency’, a website founded by Anita Sarkeesian. Their current goal is to end abuse in the game industry and they contribute to solving the problem by having a Games and Online Harassment hotline. They continue to thrive as a feministic website by also providing articles, data, recommended media, and educational content.

END THE ABUSE

Anita Sarkeesian

https://feministfrequency.com
https://gameshotline.org

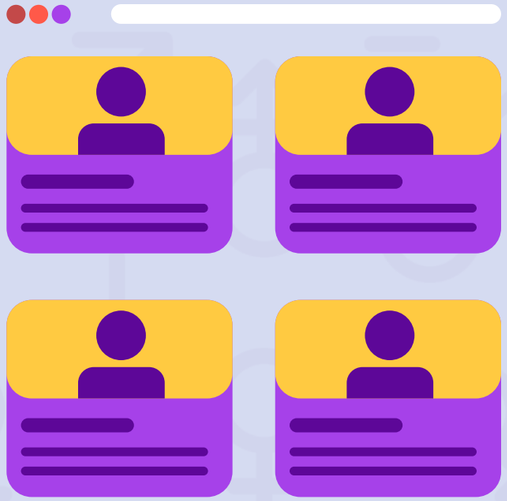


TARGET AUDIENCE

Primarily, we are targetting Generation Z teens between 13 to 18 years old. Even more specifically, people that are interested or already play video games, as well as people that are aspiring gaming industry professionals.

With technology becoming more and more embedded in people's lives, Gen Z are leading by example when it comes to playing video games. Studies report 77% of teens rely on gaming to build and maintain their social relationships with their peers, with a staggering 91% of male Gen Z being gamers.

DELIVERABLES



Primary
Website

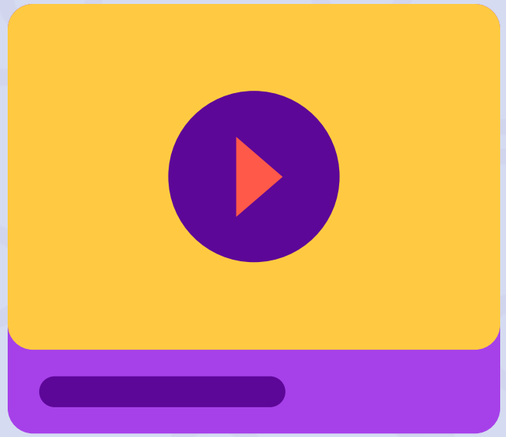
A website that demonstrates the disproportionate state of the game design industry between genders. It's main purpose will be to function as a hub that features and promotes female and non-binary games and industry professionals through its diverse online gaming library.

It will include a timeline that showcases the evolution of character design, featuring a different character each month. A suggestion box/forum that allows users to suggest games, professionals, and ideas for the website. An online gaming library featuring games that are oriented towards everyone or specifically female and non-binary gamers; it will feature female and non-binary industry professionals that users can follow and discover their work. For gamers that enjoy education content, we will include interviews with female and non-binary game designers, developers, and business executives.

Secondary
Ad Spot

A motion graphic ad spot to promote the website across social media.

It will introduce, through infographics, statistics on the disproportion of genders in the game industry. Primarily, through a series of dramatized scenes and music, it will illustrate how, and in what areas games affected from the current state of gender disproportion and its largely misrepresented market.



EQUAL
PLAY

EQUAL
PLAY

EQUALPLAY

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EQUAL
PLAY

LOGO DESIGN

The script font, ‘Cortado’, perfectly captures the energy our brand strives for.

The letters expand outside the confines of the equal sign, reflecting current female and non-binary gamers.







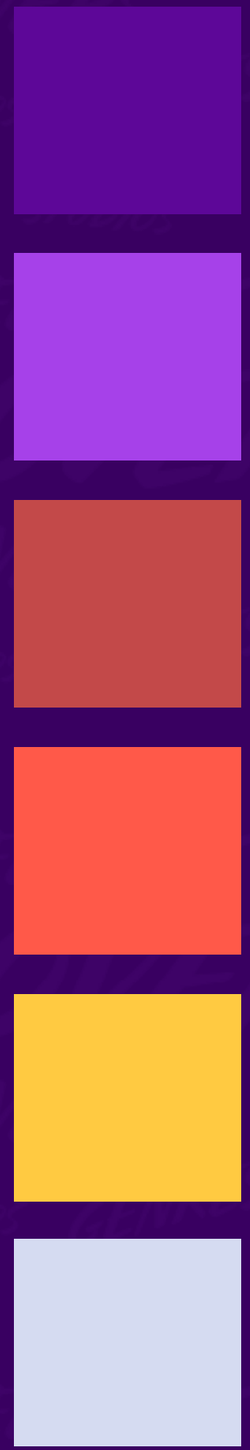
FINAL CONCEPT

powerful • clean • modern

To enhance our main purpose, equality in the gaming industry, we enriched our palette with a sixth colour while sticking true to the empowering purple hues.

Complimentary, vibrant tones will be used throughout the website to emphasize or de-emphasize certain elements.

Our pattern designs were created with a mix of both orderly and rebelious attitude. From graffiti covered walls that shout for change, to geometric symbols showing the vast world of gender.











Game Designer



Game Developer



Game Artist



Visual FX



Animator



Character Designer



Writer



UI Designer



Sound Engineer



Action



Sports



Role-playing



Fighting



Tower Defense



Racing



Puzzle

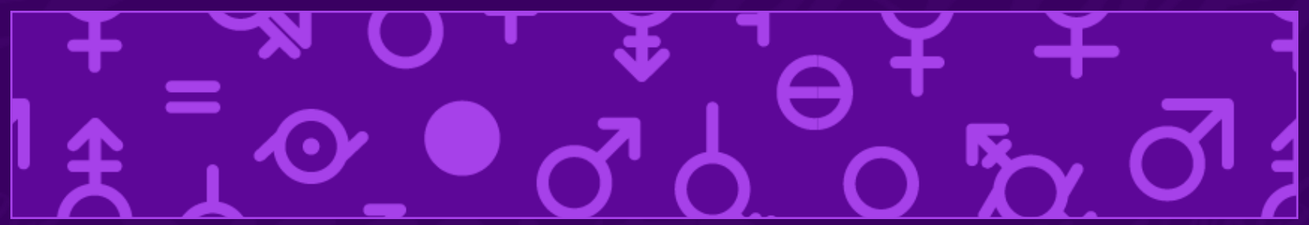


Adventure



Horror









We designed minimal icons that will be used as part of the filtering system for the library, as well as badges for user and game profiles.

TYPOGRAPHY

As it comes naturally in the world of gaming, a large display family was bound to be part of the type system. Tall, narrow, and bold, ‘Big Shoulders Display’ is responsible for communicating the essense of our headings.

The subtle quirkiness of ‘Archivo’ accompanied by its clean, round sans-serif style, makes it an ideal pair with big shoulders display.

Lastly, our monospace family, ‘Space Mono’, is used selectively in captions, links, and buttons to add a small touch of tech and development.

BIG SHOULDERS DISPLAY

archivo

space mono

Bas

Bold

BIG SHOULDERS DISPLAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black

BIG SHOULDERS DISPLAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

titles • headings

Regular

Archivo
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SemiBold

Archivo
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

subheadings • body • captions

Regular

Space Mono
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

captions • links • buttons

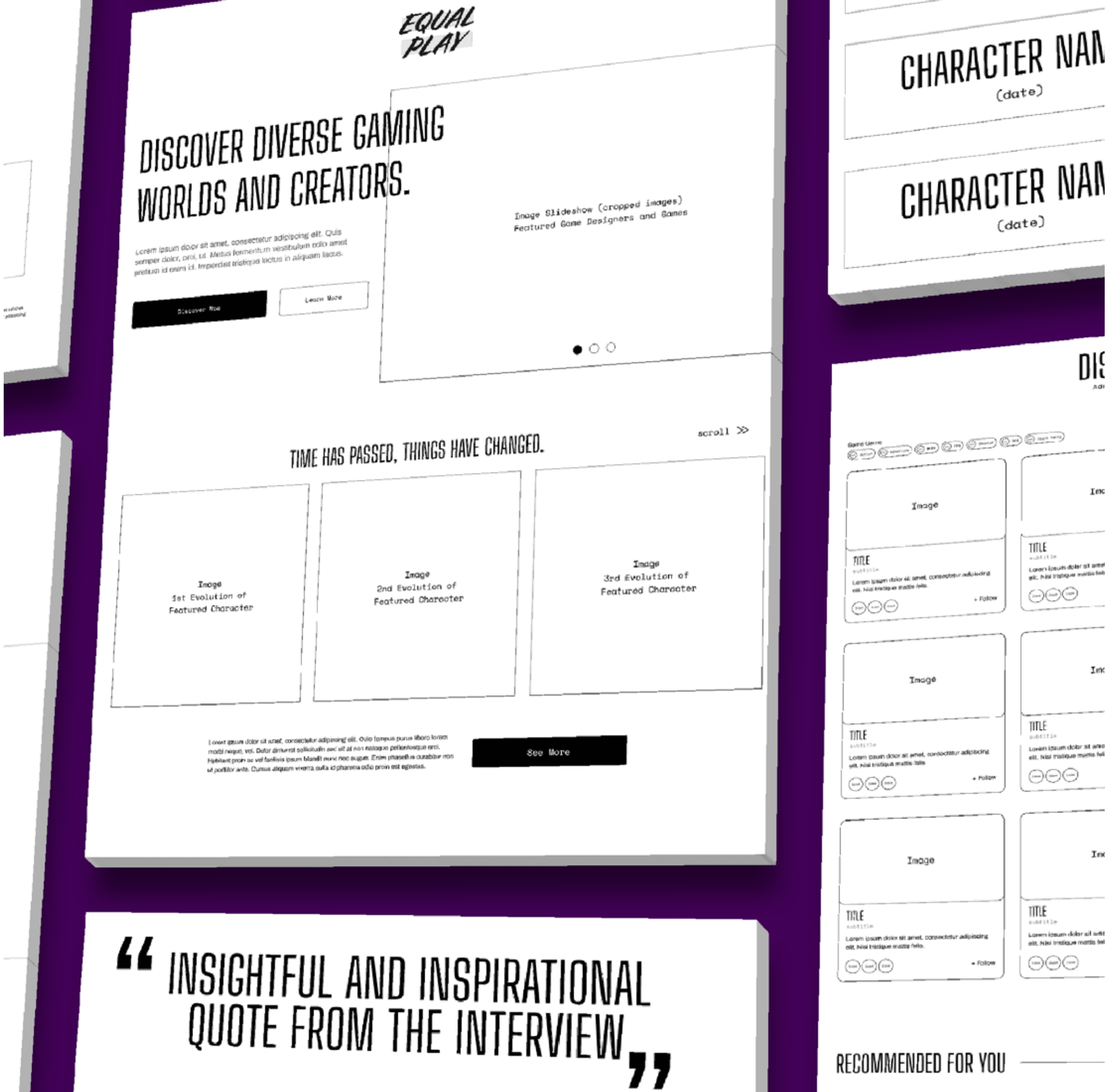
WIREFRAMES

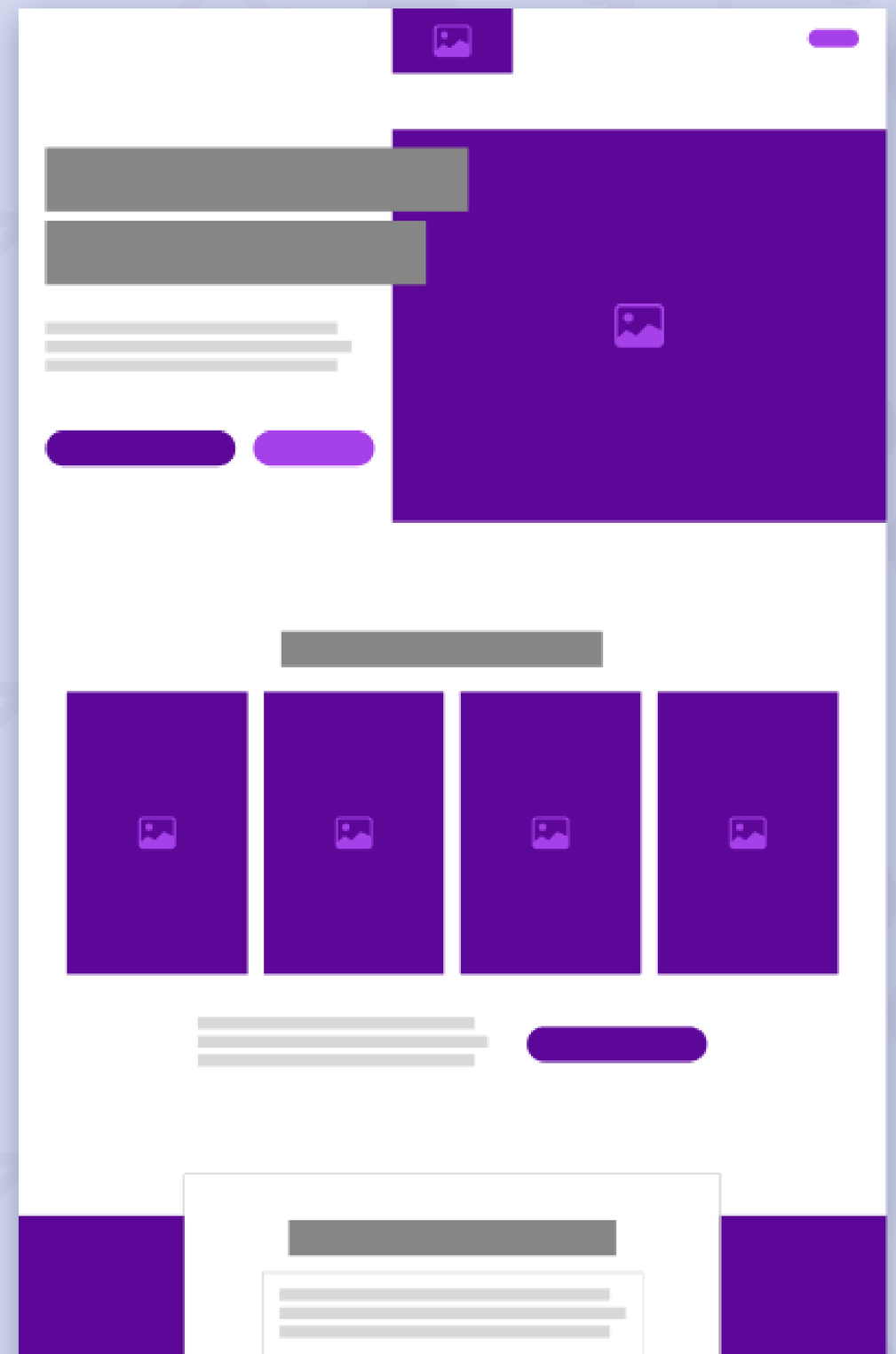
We approached the wireframes knowing well that we are aiming for something big and bold to follow along the brand's theme.

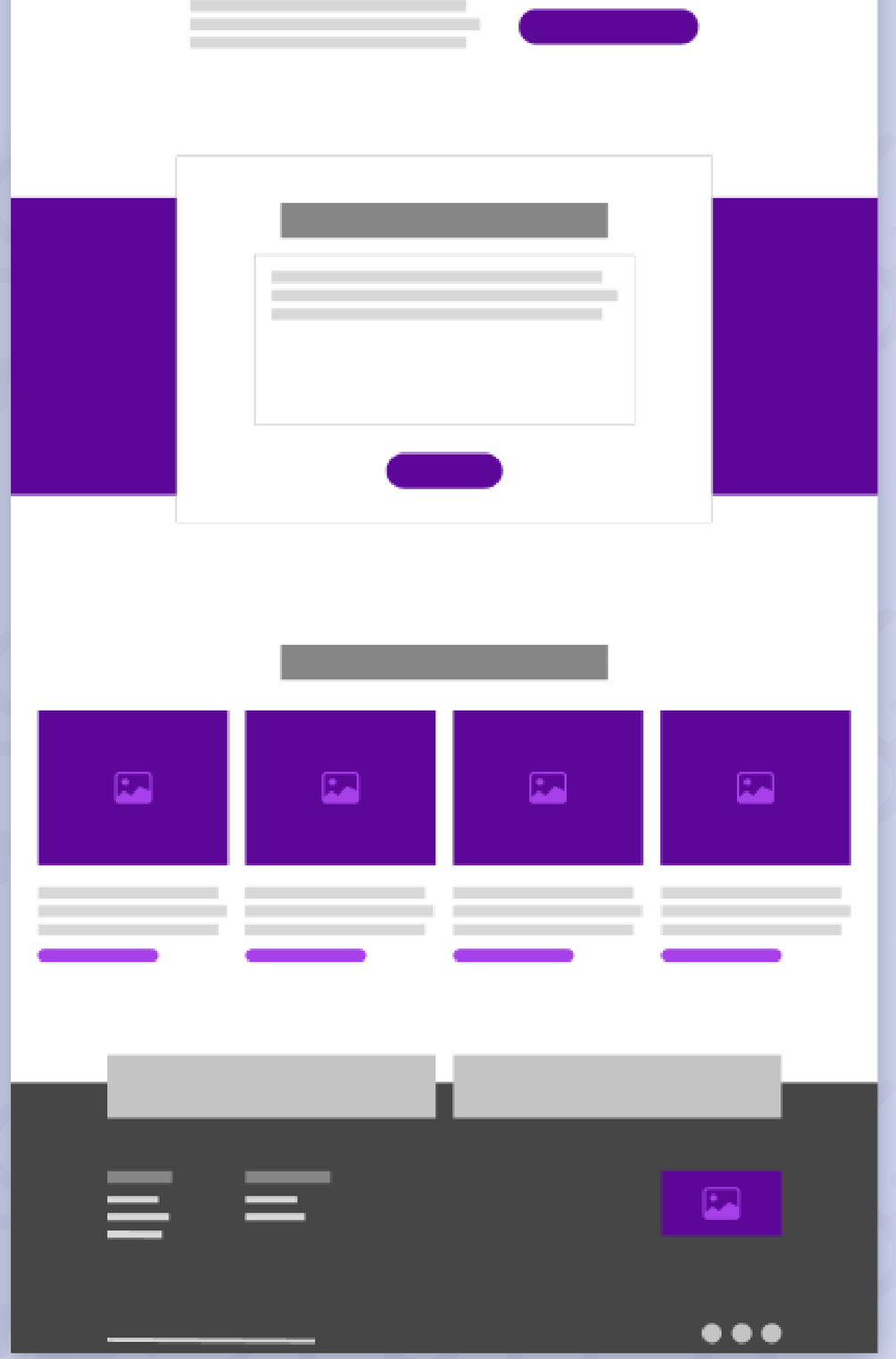
Since the majority of users on the web are browsing on mobile devices, we opted with inserting the navigation menu inside a sliding modal, which also gives tons of breathing room for the logo.

We split the homepage into five categories that our platform offers: discoverability, timelines, suggestions, interviews, miscelaneous.

The discover library, other than some unique features, follows along layouts from popular streaming platforms like Twitch and Netflix to retain user familiarity.







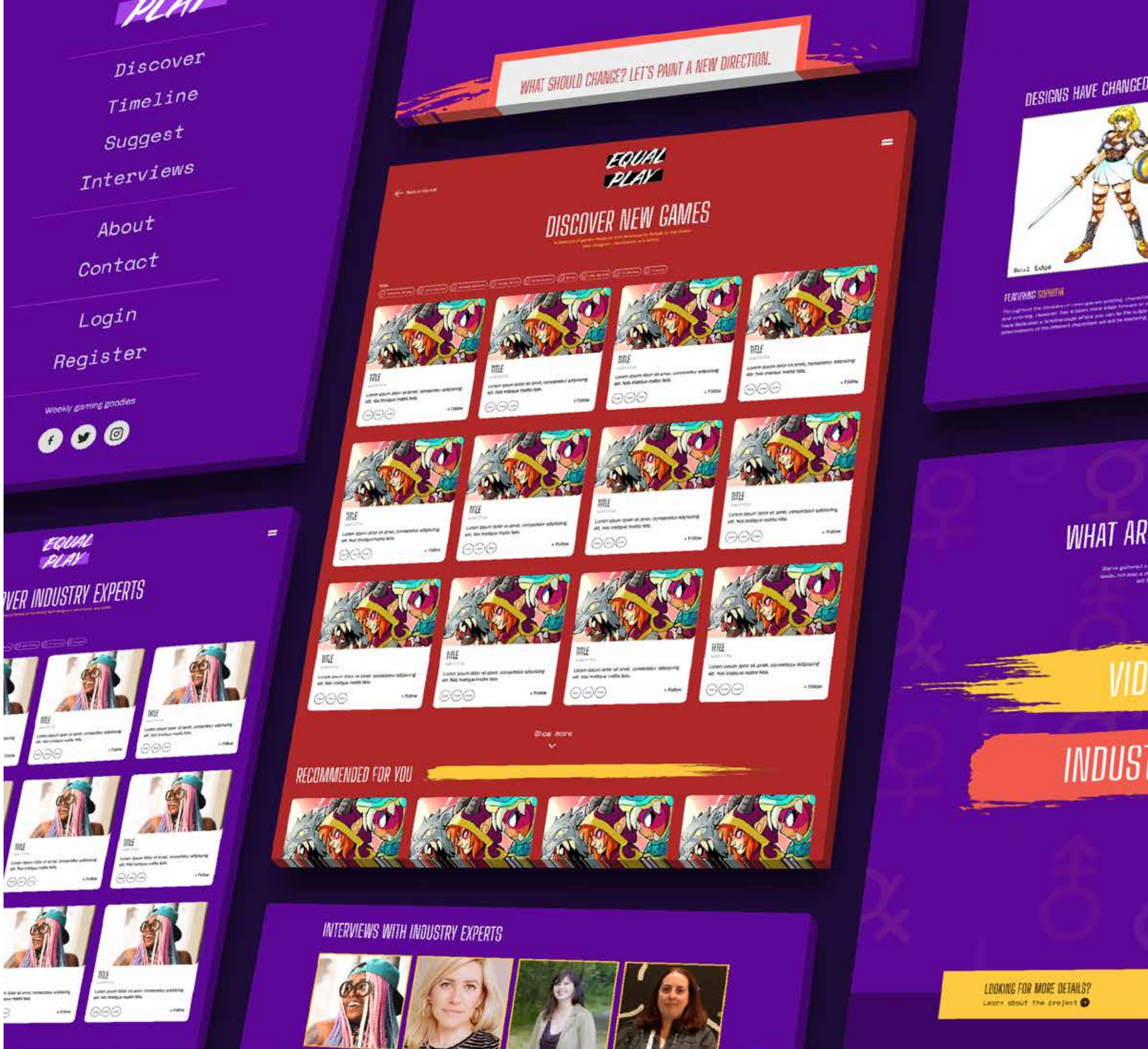
WEBSITE

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EQUAL PLAY

DISCOVER THE WORLD OF GAMING, BUILT FOR EVERYONE.

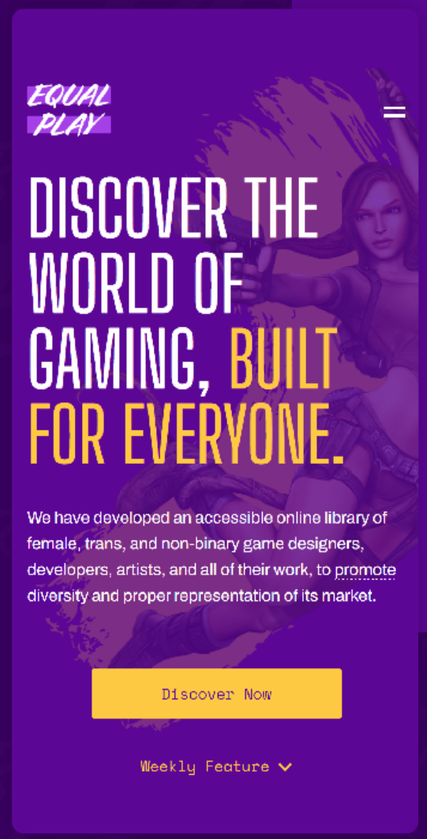
We have developed an accessible online library of female, trans, and non-binary game designers, developers, artists, and all of their work, to promote diversity and proper representation of its market.

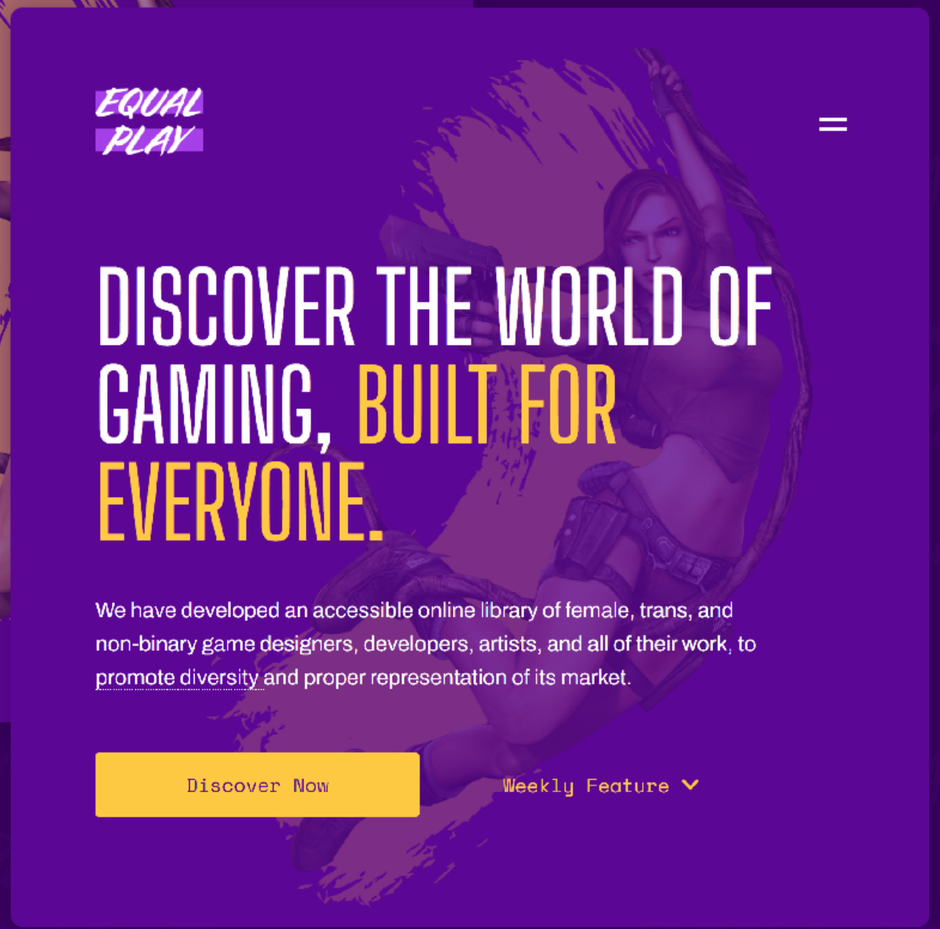
Discover Now

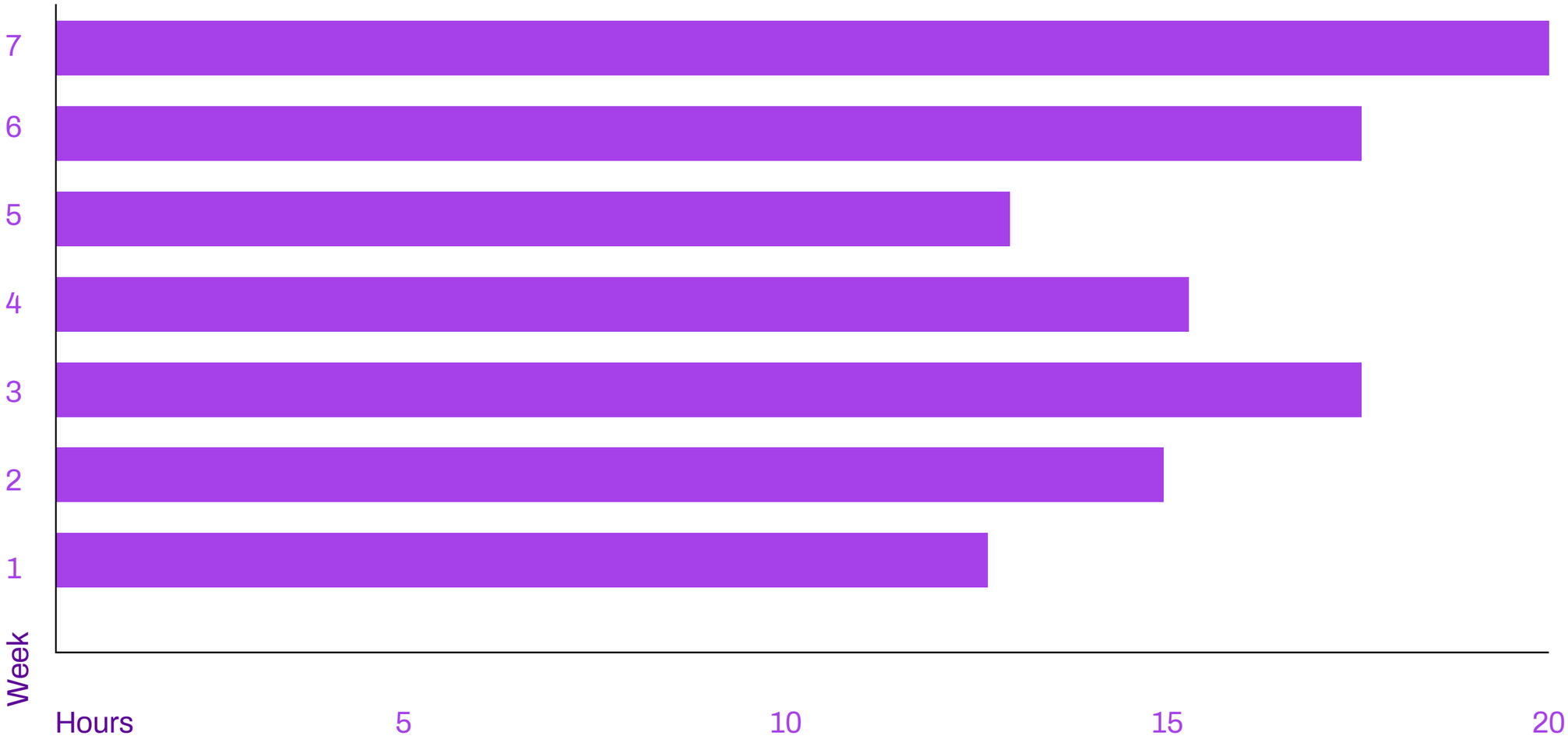
Weekly Feature

CHARACTER DESIGNS. GETTING BETTER OR WORSE?

Sophitia is a character from the famous fighting game franchise, "Soulcalibur". Although Sophitia is a fighter, her armor seems to be slowly vanishing over the years.







Weekly Average

14 hours

Current Total

98 hrs